

# PROGRAMME

## Side event at THE THIRD INTERNATIONAL CONFERENCE ON SIDS

Hosted by the Government of Samoa and the International Trade Centre (ITC)

17:00-18:30, Tuesday, 2 September 2014, Faleata Sports Complex, CM5

### WELCOME REMARKS

**Hon. Fonotoe Nuafesili Pierre Lauofo**  
Deputy Prime Minister of Samoa

**Ms. Arancha González**  
Executive Director, International Trade Centre (ITC)

### HIGH-LEVEL STATEMENTS

**Mr. Taleb Rifai**  
Secretary-General, World Tourism Organization (UNWTO)

**Ms. Elizabeth Wilde**  
Assistant Secretary, Pacific Regional Branch, Department of Foreign Affairs and Trade, Australia

**Ms. Adimaimalaga Tafunai**  
Executive Director, Women in Business Inc., Samoa

**Ms. Andie Fong Toy**  
Deputy Secretary General (Economic Governance and Political & Security Programmes), Pacific Islands Forum Secretariat (PIFS)

### SIGNING OF PARTNERSHIP AGREEMENTS

in support of women's economic empowerment in the Pacific

**Mr. Tuiloma Neroni Slade**  
Secretary-General, Pacific Islands Forum Secretariat (PIFS)

**Ms. Arancha González**  
Executive Director, International Trade Centre (ITC)

### COCKTAIL RECEPTION

Women play a key role in SIDS' economies, with successful women entrepreneurs contributing to employment creation and economic growth. This event will explore issues surrounding public and private procurement from women vendors in SIDS, such as the nature of policy and institutional frameworks and strategies to upgrade the economic activities of women entrepreneurs, including in the tourism sector, in view of the increasingly complex trade landscape.

The Government of Samoa, the International Trade Centre (ITC) and other stakeholders will shed light on actions taken to increase incomes and impact poverty in the SIDS by linking women to global value chains. Examples of such initiatives include efforts to increase sourcing from women in Samoa through government procurement, and improving the capacities of bilum weavers in Papua New Guinea in partnership with leading fashion designers.

In the framework of the side event the *Economic Empowerment of Women in the Pacific* project will be officially launched.

For more information, please visit [www.intracen.org/itc/events/SIDS/side-event/](http://www.intracen.org/itc/events/SIDS/side-event/)



## Integrating Women Entrepreneurs in SIDS into the Global Economy



### SIDE EVENT - COCKTAIL RECEPTION

17:00-18:30, Tuesday, 2 September 2014  
Faleata Sports Complex, CM5

The *Economic Empowerment of Women in the Pacific* project is supported by:



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# SPEAKERS

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**Hon. Fonotoe Nuafesili Pierre Lauofo**  
Deputy Prime Minister of Samoa

Hon. Fonotoe Nuafesili Pierre Lauofo has been Deputy Prime Minister of Samoa since 2011 and is also Minister responsible for Trade, Commerce, Industry and Labour. Mr. Lauofo has been a Member of Parliament since 2005, in addition, he was recently appointed as the minister responsible for Samoa's WTO Accession.

Prior to embarking on his political career, Mr. Lauofo was a solicitor in the Attorney General's Office and later appointed as Secretary for Justice. Additionally, he practiced law for several years as a partner in Meredith & Ainuu Law Firm. His private business portfolio includes companies such as Polynesian Airlines, Samoa Shipping Services and Pacer-Plus-Epa.

Throughout his career, Mr. Lauofo has been a prolific public speaker at international meetings and has chaired a host of regional and international conferences.

Mr. Lauofo holds a Law degree from the University of Otago in New Zealand, a Postgraduate Diploma in Corporate Law from Bond University in Australia, and an Arts Degree from the United States of America.



**Ms. Arancha González**  
Executive Director, International Trade Centre (ITC)

Arancha González, an expert in international trade issues with 17 years of experience, serves as Executive Director of the International Trade Centre (ITC). She joined the organization in September 2013.

Ms. González, a Spanish national, has extensive knowledge about international trade and economics, coupled with broad experience in trade and development matters in the public and private sectors, as well as in management at multilateral organizations.

Before joining ITC, Ms. González served as Chief of Staff to World Trade Organization (WTO) Director-General Pascal Lamy from 2005 to 2013. During her tenure at the WTO, she played an active role in launching the WTO's Aid for Trade initiative and served as Mr. Lamy's representative at the G-20.

Prior to working at the WTO, Ms. González held several positions at the European Commission, conducting negotiations of trade agreements and assisting developing countries in trade-development efforts. Between 2002 and 2004, she was the European Union spokeswoman for trade and adviser to the European Union Trade Commissioner.



**Mr. Tuiloma Neroni Slade**  
Secretary-General, Pacific Islands Forum Secretariat (PIFS)

Tuiloma Neroni Slade has been the Secretary General of the Pacific Islands Forum Secretariat since 2008. Prior to his current appointment he served as Presiding Judge of Pre-Trial Chamber II at The Hague in the Netherlands.

His extensive diplomatic career from 1993-2003 saw him serve as Samoa's permanent representative to the United Nations, Ambassador to the United States of America and High Commissioner to Canada. Additionally, he worked as the Assistant Director of the Commonwealth Secretariat's Legal Division in London.

He received the Elizabeth Haub Award for Environmental Diplomacy in 2001 and was the recipient of the Elisabeth Mann Borgese Medal and the Global Oceans Leadership Award in 2003 and was awarded the Order of Samoa ù Poloaiga Sili a Samoa in 2005.



**Mr. Taleb Rifai**  
Secretary-General, World Tourism Organization (UNWTO)

Taleb Rifai has been serving as Secretary-General of the World Tourism Organization (UNWTO) since 2010, having been re-elected to a second term in 2014. He previously served as Deputy Secretary-General of UNWTO from 2006 until 2009.

Mr. Rifai served as Minister of Tourism and Antiquities in Jordan and has held several leading positions in international organizations including the International Labour Organization. As Director-General of Jordan Investment Board from 1995 to 1997, he was actively involved in policymaking and developing investment strategies. He also headed Jordan's first Economic Mission to Washington, DC, promoting trade, investments and economic relations between Jordan and the USA.

Mr. Rifai began his career as Professor of Architecture, Planning and Urban Design at the University of Jordan from 1973 to 1993. He obtained a B.Sc. in Architectural Engineering from the University of Cairo in 1973 and received his Ph.D. in Urban Design and Regional Planning from the University of Pennsylvania in 1983.



**Ms. Elizabeth Wilde**  
Assistant Secretary, Pacific Regional Branch, Department of Foreign Affairs and Trade, Australia

Ms. Elizabeth Wilde has recently been appointed as Assistant Secretary of the Pacific Regional Branch in the Australian Department of Foreign Affairs and Trade (DFAT). With experience in economic growth, private sector development and economic empowerment, she has previously served as Assistant Secretary for the Pacific Bilateral Development Branch.

Before joining DFAT, Ms. Wilde held other senior positions in the Australian Government including leading a 2011 taskforce on Constitutional reform and played a lead role in the reform of Australia's federal financial relations as well as its Commonwealth-State system of ministerial councils.

Ms. Wilde holds a Bachelor's degree in Landscape Architecture, a Masters in Urban Development Economics and is also the recipient of two Australia Day Medallions for outstanding contribution to the public sector.



**Ms. Adimaimalaga Tafunai**  
Executive Director, Women in Business Inc., Samoa

Adimaimalaga Tafunai is the co-founder and executive director of Women in Business Development Inc. in Samoa. For more than two decades, she has led the organisation through several transitions, including a shift from supporting urban women to developing economies for rural families in Samoa.

In 2006, she served as the chair of the Pacific Island Association of Non-Governmental Organisations and was also a member of the Commonwealth Observer Group for the Presidential and Parliamentary Elections in Uganda.

Mrs. Tafunai was involved in bringing virgin coconut oil pressing to Samoa and in 2008 her expertise in developing relationships saw a fair trade contract confirmed with cosmetic giant and community trader The Body Shop UK.

Elected "Person of the Year" 2010 by Samoa's Government newspaper Savali, Mrs. Tafunai was a panellist, alongside US State Secretary Hillary Rodham Clinton, for the Gender Equality Dialogue during the Pacific Island Leaders Forum in the Cook Islands in 2013.



**Ms. Andie Fong Toy**  
Deputy Secretary General (Economic Governance and Political & Security Programmes), Pacific Islands Forum Secretariat (PIFS)

Andie Fong Toy has been the Deputy Secretary General of the Forum Secretariat's Economic Governance and Security programme since 2011. She has extensive experience in Pacific legal issues and election observation missions with a vast knowledge and

understanding in regional and international affairs.

Ms. Fong Toy served as Director for the Forum Secretariat's Political Governance and Security Programme until 2008. Prior to her appointment as Director she also served the Secretariat as International Legal Adviser and Legal & Political Officer.

She holds a Bachelor of Law from the Victoria University in New Zealand and Masters in International Relations from Deakin University, Australia.